

Chapter 66

SIGNS

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ARTICLE I. IN GENERAL

Sec. 66-1. Short title.

This chapter along with its amendments shall be known as the "Sign Regulations" of the city. (Ord. No. 249, §1 (150.101), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-2. Purpose; intent; jurisdiction.

The provisions of this chapter are made to establish reasonable and objective regulation of signs within the city, and in the public interest for the reasons that follow:

- (1) To protect property values within the city's jurisdiction;
- (2) To preserve the beauty and unique character of the city;
- (3) To promote a positive city image reflecting order, harmony, and pride;
- (4) To encourage signs that are compatible with the architectural style, characteristics and scale of the building and to encourage signs that are compatible with adjacent buildings and businesses;
- (5) To promote a healthy relationship among the business, residential and cultural communities and strengthen the economic stability within the city;
- (6) To protect the general public from property damage and injury which may be caused by faulty or uncontrolled construction and erection of signs within the city's jurisdiction; and
- (7) To protect the public safety, welfare, convenience and enjoyment of travel, and the free flow of traffic within the city.

(Ord. No. 249, §1 (150.102), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-3. Scope.

This chapter shall apply to all signs which are visible to the public within the city's corporate and extraterritorial jurisdiction, pursuant to the authority provided in V.T.C.A, Local Government Code ch. 216. (Ord. No. 249, §1 (150.103), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-4. Applicability.

- (a) *Generally.* Except as specifically provided otherwise herein, beginning the date of effect of this chapter, no sign shall be displayed, located, erected, moved, reconstructed, extended, enlarged, converted, replaced, or altered except in conformance with the provisions of this chapter and after issuance of a sign permit by the city.
- (b) *Existing signs.* The provisions of this chapter shall not apply retroactively to any sign legally installed prior to the date of effect of this chapter except as provided for in the maintenance provisions of section 66-78.
- (c) *Severability.* Should any article, section, part, paragraph, sentence, phrase, clause, or word of this chapter, or any appendix thereof, for any reason be held illegal, inoperative, or invalid or if any exception to or limitation upon any general provisions herein continues to be held unconstitutional or invalid or ineffective, the remainder shall, nevertheless, stand effective and valid as if it had been enacted and ordained without the portion held to be unconstitutional or invalid or ineffective.

(Ord. No. 249, §1 (150.104), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-5. Liability.

The provisions of this chapter shall not be construed as relieving or limiting in any way the responsibility or liability of any person erecting or owning any sign from personal injury or property damage resulting from the placing of the sign, or resulting from the negligence or willful acts of such person, or such person's agents, employees or workers, in the design, construction, maintenance, repair or removal of any sign erected in accordance with a permit issued under the provisions of this chapter. Nor shall it be construed as imposing upon the city or its officers or employees, or the Planning and Zoning Commission (P & Z), any responsibility or liability by reason of the approval of any signs, materials, and devices under the provisions of this chapter. (Ord. No. 249, §1 (150.106), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Secs. 66-6 - 66-10. Reserved.

ARTICLE II. DESIGN AND CONSTRUCTION STANDARDS

Sec. 66-11. Design review guidelines.

- (a) *Harmony with city scale.* Sign location, configuration, design, materials and colors should be harmonious with the hill country setting and the rural scale of the city.
- (b) *Materials.* Sign materials shall be predominantly natural, such as native stone, rustic woods, or decorative metal. Other materials may be substituted when in the opinion of the P & Z the materials meet the design criteria of the city.
- (c) *Architectural harmony.* The sign and its supporting structure shall be in architectural harmony with the surrounding structures.
- (d) *Colors.* Natural colors are encouraged.
- (e) *Landscaping.* Landscaping is required and shall be designed to harmonize with the building and surrounding natural landforms and native plants, as reflected in specific requirements contained herein.
- (f) *Reflective surfaces.* Glare-producing surfaces on signs are not allowed.
- (g) *Lighting.* Unless otherwise noted herein, all lighting of signs shall be indirect or internally illuminated lighting, as defined herein, and all floodlights shall be shielded. No sign shall be illuminated, in whole or part, where the illumination is intermittent or varies in color or intensity from time to time. The use of searchlights is prohibited. LED lighting is permitted.
- (h) *Moving parts.* No sign shall contain any moving parts, other than time and temperature.
- (i) *Logos and logograms.* Graphic symbols, used to represent or identify a business entity or organization, are permitted to be displayed on signs only under the following conditions:
 - (1) The design and materials comprising the logo shall be consistent with the guidelines in this section.
 - (2) Logos shall be consistent with those generally utilized by the applicant on business cards, stationary, and other similar uses.
 - (3) Changeable copy is allowed on all signage.

(Ord. No. 249, §1 (150.201), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-12. Wind pressure, dead load, lighting, and building code requirements.

Any sign shall be designed and constructed to withstand wind pressures and received dead loads as required in the International Building Code (IBC) and shall be designed and constructed in conformance with all applicable provisions of the IBC as adopted by the city. Lighting or illumination of any signs shall, in addition to complying with the requirements of this chapter, comply with all applicable regulations of lighting, illumination and electrical installation. Note: Refer to all current Building, Electrical, Lighting, and Landscaping Regulations. The Building Inspector will check for code compliance after sign installation. (Ord. No. 249, §1 (150.202), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Secs. 66-13 - 66-20. Reserved.

ARTICLE III. EXEMPTED AND RESTRICTED SIGNS

Sec. 66-21. Exempted signs.

The provisions of this chapter shall not apply to the following signs:

- (1) Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or similar metal;
- (2) Official government notices and notices posted by governmental officers in the performance of their duties, and governmental signs to control traffic or for other regulatory purposes such as neighborhood crime watch areas, or to identify streets, or to warn of danger;
- (3) Signs to control traffic within a gated community that were placed within the gated community at the direction of its developer or homeowners' association;
- (4) In/on window signs listing hours of operation, open or closed status, or restaurant menu signs if the sign does not exceed two square feet;
- (5) Works of fine art which in no way identify or advertise a product or business;
- (6) Temporary decorations or displays, when they are clearly incidental to and are customarily and commonly associated any national, local or religious holiday or celebration; provided that such decorations are maintained in an attractive condition and do not constitute a fire, traffic or pedestrian hazard;
- (7) Temporary or permanent signs erected by public utility companies or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines and similar devices;
- (8) Signs displayed on trucks, buses, trailers or other vehicles which are being operated in the normal course of business, indicating the name of the owner, business and location (e.g., moving vans, delivery trucks, rental trucks and trailers and the like); provided, that the primary purpose of the vehicles is not for display of signs, and provided that they are parked in areas appropriate to their use as vehicles normally used in the course of business and are in operable condition, and carry a current and valid license plate and state inspection tag; and
- (9) Signs or tablets when constructed of metal or other permanent material and associated with nationally recognized nonprofit, religious or civic organizations such as the Rotary Club or

Kiwanis Club, which are to identify the local area chartered group. Signs are limited in size to a total of eight square feet and to a height of eight feet with no lighting permitted. Design, size, and location shall require prior approval of the P & Z, based on criteria as outlined in this chapter.

(Ord. No. 249, §1 (150.301), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-22. Restrictions.

- (a) *Generally.* The only signs permitted in the city are those which meet the requirements of this chapter, and amendments thereto.
- (b) *Location requirements.*
 - (1) *Obstruction of exits.* No sign shall obstruct any door or fire escape of any building.
 - (2) *Traffic hazards.* No sign shall be erected in such a way as to present any traffic hazard, to obstruct or distract the vision of motorists or to impede progress of pedestrians on sidewalks or walkways.
 - (3) *Construction over other property.* No sign shall be erected which projects over any property other than that owned or leased by the applicant. In no case shall any portion of a sign or its supporting structure be erected on or extend over public property or right-of-way.
 - (4) *Proximity to other signs.* The P & Z shall review each sign request to include the effect on neighboring properties as well as the proximity to other signs.

(Ord. No. 249, §1 (150.302), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Secs. 66-23 - 66-30. Reserved.

ARTICLE IV. PROHIBITIONS

Sec. 66-31. Prohibited signs.

The following signs are prohibited:

- (1) Pole Signs
- (2) Roof signs.
- (3) Off-premises signs, except as specifically permitted herein.
- (4) New off-premises signs. From, and after the effective date, no new construction permit shall be issued or written permission granted for the erection of an off-premise changeable electronic variable message sign (CEVMS) or the conversion of an existing non-CEVMS off-premises sign to a CEVMS, within the Sign Code Application Area.
- (5) Changeable Electronic Variable Message Signs. From, and after the effective date, no CEVMS shall be allowed within the Sign Code Application Area.

(Ord. No. 249, §1 (150.401), 2-26-2004; Ord. No. 357, §2, 5-22-08; Ord. No. 391, §1, 1-22-2009)

Sec. 66-32. Prohibited acts.

It shall be unlawful for any person to do any of the following acts:

- (1) Post, paint, or otherwise exhibit any commercial advertisement, poster, bill or other notice or sign on any property not owned or controlled by him, without the permission of the person owning or controlling such property.
- (2) Tear down, remove, or otherwise interfere with any notice, sign, advertisement, bill or poster erected by another, unless the same was placed or maintained on the property of the person removing the same, without permission previously given.
- (3) Paint, mark or write on, or post or otherwise affix, any handbill or sign to or upon any sidewalk, right-of-way, crosswalk, curb, curbstone, streetlamp post, hydrant, tree, shrub, tree stake or guard, electric light or power or telephone, wire pole or wire appurtenance thereof or upon any fixture of the fire alarm or police system or upon any lighting system, public bridge, or lifesaving equipment, street sign or traffic sign. Any handbill or sign found posted or otherwise affixed upon any public property contrary to the provisions of this section may be removed by the police department or other department or individual so designated by the city. The person responsible for any such illegal posting shall be liable for the cost incurred in the removal thereof. The code enforcement officer is authorized to effect the collection of such cost.
- (4) Place or cause to be placed anywhere in the city any poster, placard, handbill, or advertising material on any vehicle, or in any location, in such a manner that the same may reasonably be expected to be blown about by the wind. It shall be presumed that the person's name that appears on such poster, placard, handbill or advertising material has knowledge of the location and manner that such item was placed. It shall be further presumed that, if a large number of such items are found scattered about and being blown about by the wind, the items were placed in such a manner that they might reasonably be expected to be blown about by the wind.
- (5) Erect, maintain, or paint any sign or other message or outdoor advertising upon a tree, rock, or other natural feature.
- (6) Erect within the city limits, or the extraterritorial jurisdiction of the city, any sign or outdoor advertising without having prior thereto obtained from the city a permit therefor, except as specifically exempted by the provisions of this chapter.
- (7) Remove, alter, change, or obscure, without authorization of the code enforcement officer, any official tag or identification, which was placed on any outdoor advertising material.
- (8) Violate any provision contained in this chapter within the corporate limits of the city and its extraterritorial jurisdiction.
- (9) Failure to remove an abandoned sign and sign structure, if not conforming, within 30 days of the date that the event the sign advertises has passed or business that the sign advertises has been discontinued.
- (10) Raise or elevate the finish ground level where a sign is located or is proposed to be located in any manner that would have the effect of causing the average grade (where the aforementioned sign is located or proposed to be located) to be higher than the finish ground level of the lot. Commentary: The purpose of this prohibition is to prevent any attempted circumvention of the height restriction set out in this chapter by placing a sign on an artificially created mound of earthen material.

(Ord. No. 249, §1 (150.402), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Secs. 66-33 - 66-40. Reserved.

ARTICLE V. SIGN CLASSIFICATIONS; PERMIT

Sec. 66-41. Generally.

- (a) This article concerns those types of permanent and temporary signs requiring a sign application permit under the provisions of this chapter. This article further includes the purpose of each sign type, size, height, number, location, design and landscaping requirements, and special provisions for each type of sign.
- (b) Below is a listing of sign categories allowed under the provisions of this chapter:
 - (1) Residential signs (section 66-42);
 - (2) Residential subdivision entry signs (section 66-43);
 - (3) Banners, temporary and site development signs (section 66-44);
 - (4) Traffic control and directional amenity signs (section 66-45);
 - (5) Freestanding real estate signs (section 66-46);
 - (6) Political signs (section 66-47);
 - (7) Public institution, school, public athletic facility, non and not-for-profit, and church signs (section 66-48);
 - (8) Monument signs: single-business use only (section 66-49);
 - (9) Monument signs: commercial multi-tenant shopping center, business park or office complex (section 66-50);
 - (10) Joint directory signs for a multi-tenant center, business park or building or office complex (section 66-50);
 - (11) Wall, projecting and hanging signs, and signs in/on windows/doors (section 66-51);
 - (12) Miscellaneous signs (section 66-52):
 - a. Service station price per unit;
 - b. Menu boards;
 - c. Flags;
 - d. Canopy;
 - e. Joint directory commercial (pedestrian scale);
 - f. ATM machines;
 - g. Creative signs.
- (c) All uses shall be required to display the city designated street address of the use in a location visible from the closest street and/or public access. The copy height of the address shall be not less than four inches and no greater than 18 inches.

(Ord. No. 249, §1 (150.501), 2-26-2004; Ord. No. 326, §1, 11-30-06; Ord. No. 391, §1, 1-22-2009)

Sec. 66-42. Residential signs.

No residence shall display a sign advertising a commercial enterprise other than;

- (a) A "for rent", "for lease", or "for sale" sign that advertises the sale or lease of the residential property on which the sign is placed in accordance with regulations contained in section 66-46 regarding freestanding real estate signs; and
- (b) Garage sale signage that advertises a garage or estate sale on residential property in accordance with regulations contained in section 66-53.

(Ord. No. 249, §1 (150.502), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 469, §1, 06-14-2012)

Sec. 66-43. Residential subdivision entry signs.

Residential subdivision entry signs shall be regulated as follows:

- (1) *Purpose.* Identify a residential subdivision.
- (2) *Size.* Surface area shall not exceed 145 square feet.
- (3) *Height.* No part of the sign shall extend above eight feet from average grade.
- (4) *Number.* Limited to one sign for each entry to the subdivision.
- (5) *Location.* Subdivision entry.
- (6) *Design.* In accordance with the criteria in section 66-11.
- (7) *Lighting.* Indirect or internally illuminated.
- (8) *Landscaping.*
 - a. A landscaped area shall be required at the base of the sign and for each sign face shall extend no less than two feet from the base, subject to the granting of an exemption by the P & Z if justified by unusual site conditions;
 - b. All landscaped areas shall be maintained in a neat, clean and healthy condition; and
 - c. A plan showing the landscaping must be presented to the P & Z by the applicant at the time of application.
- (9) *Duration.* So long as the residential subdivision is in existence.
- (10) *Special provisions.* The surface area shall not contain any type of advertising.
- (11) *Permit.* A permit must be obtained in accordance with the provisions of this chapter prior to installation.

(Ord. No. 249, §1 (150.503), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 570, §1, 6-11-2015)

Sec. 66-44. Banners, temporary signs and site development signs.

(a) *Banners.* Banners shall be regulated as follows:

- (1) *Purpose.* To advertise a special event, other than a recurring event, which occurs on a regular basis.
- (2) *Size.* Banner signs used to identify a special event shall not exceed 64 square feet.
- (3) *Height.* No part of a banner shall extend above 12 feet from average grade in the immediate area of the banner.

- (4) *Number.* One per lot, unless within a multi-tenant retail center, in which case two (2) banners are allowed per lot. Multi-tenant retail center applicants must receive approval from the property manager or owner prior to applying for a banner permit.
 - (5) *Location.* Parallel or perpendicular to the public right-of-way and located on private property or on public rights-of-way.
 - (6) *Design.* Banners shall be maintained in a well-kept manner and shall have a professional appearance.
 - (7) *Lighting.* None allowed.
 - (8) *Landscaping.* None required.
 - (9) *Duration.* A maximum time period of up to thirty (30) calendar days each quarter of the calendar year per business or organization. A new permit must be obtained each quarter.
 - (10) *Special provisions.* Two separate banners are allowed for unique special events, as determined by the City Administrator, with a single banner maximum size of 150 square feet and a maximum combined total size for two banners of 250 square feet. Banners permitted under this provision shall require only one (1) permit for both banners.
 - (11) *Permit.* A banner permit is required for all banners placed parallel or perpendicular to the public right-of-way. Section 66-44 shall not apply to special event banners placed within private property and not parallel or perpendicular to the public right-of-way or along property lines, provided said special event banner does not exceed 150 square feet in size. The permit shall state the thirty (30) days that the banner shall be displayed, including the beginning and ending dates, and describe the location where the banner will be placed. The banner must be removed within twenty-four (24) hours of the expired time period.
- (b) *Temporary/Portable Signs.* Temporary/portable signs shall be regulated as follows:
- (1) *Purpose.* To advertise a newly opened, or soon-to-be open, business.
 - (2) *Size.* Temporary/portable signs used to identify soon-to-be or newly opened businesses shall not exceed 64 square feet.
 - (3) *Height.* No part of a temporary/portable sign shall extend above 12 feet from average grade in the immediate area of the sign.
 - (4) *Number.* One per lot. One (1) temporary/portable sign may be installed in conjunction with a banner sign on the same lot.
 - (5) *Location.* Parallel or perpendicular to the public right-of-way.
 - (6) *Design.* Temporary/portable signs shall be maintained in a well-kept manner and shall have a professional appearance.
 - (7) *Lighting.* None allowed.
 - (8) *Landscaping.* None required.
 - (9) *Duration.* A maximum of ninety (90) calendar days from the day an applicant submits a signage application to City Staff for Planning and Zoning Commission and/or City Council review and approval. This provides time for the design, review, approval, construction, and installation of a permanent sign.
 - (10) *Special provisions.* A one-time extension of thirty (30) calendar days may be granted by the Development Services Department.
 - (11) *Permit.* A permit is required. The permit shall state the beginning and ending dates that the temporary/portable sign shall be installed and removed and describe the location where the

sign will be placed. A temporary sign permit governed by this Section shall not be renewable.

(c) *Site Development Signs.* Site development signs shall be regulated as follows:

- (1) *Purpose.* Signs with the intended use of identifying or indicating construction and development projects.
- (2) *Size.* The size of the site development sign shall be a maximum of 40 square feet.
- (3) *Height.* No part of the sign shall extend above eight feet from average grade in the immediate area of the sign.
- (4) *Number.* One sign per lot or tract of land.
- (5) *Location.* On premises and located within the setback lines of a lot or tract, subject to the approval of the Development Services Department.
- (6) *Design.* Signs shall be maintained in a well-kept manner and shall have a professional appearance.
- (7) *Lighting.* None allowed.
- (8) *Landscaping.* None required.
- (9) *Duration.* Site development signs shall not be erected before the submittal to City Staff of a plan for development and shall be removed when the certificate of occupancy is issued by the City or at the end of one year, whichever occurs first.
- (10) *Special provisions.* The information permitted on site development signs is limited to the project name, project address, general contractor, architect, project rendering, and project description. At the end of one year, a new permit must be obtained according to the provisions of this Chapter.
- (11) *Permit.* A permit is required. The permit shall state that the site development sign shall be removed upon the issuance of a certificate of occupancy or within one year of the date of issuance, whichever occurs first. The permit shall describe the location where the sign will be placed.

(Ord. No. 249, §1 (150.504), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 444, §1, 2-24-2011; Ord. No. 469, §1, 6-14-2012; Ord. No. 536, §1, 8-14-2014)

Sec. 66-45. Traffic control signs.

- (a) *Traffic control signs upon private property.* This shall not apply to an individual residential lot so long as the sign is not less than 50 feet from the right-of-way or 25 feet from an adjoining lot. Traffic control signs upon private property other than uniform traffic control devices (see definition of MUTCD in section 66-91) upon private property shall be regulated as follows:
- (1) *Purpose.* To relieve vehicular and pedestrian traffic congestion and promote the safe and expedient flow and parking of traffic on private property.
 - (2) *Size.* All vehicular traffic control signs shall not exceed three square feet.
 - (3) *Height.* No part of the sign shall extend above ten feet from average grade.
 - (4) *Number.* The number of traffic control signs shall be determined during the review process; consideration shall be given to acreage of the property and the layout of internal streets, buildings and parking in order to determine number of signs necessary.

- (5) *Location.* Shall be determined by the P & Z, with a letter of approval from the chief of police for any sign placed adjacent to a public street or way. Please reference the Manual on Uniform Traffic Control Devices.
 - (6) *Design.* In accordance with criteria in section 66-11.
 - (7) *Lighting.* Indirect or internally illuminated.
 - (8) *Landscaping.* None required.
 - (9) *Duration.* So long as the signs fulfill the intended purpose.
 - (10) *Special provisions.* Shall be as follows:
 - a. All traffic control signs shall be of a uniform design approved by the P & Z;
 - b. No individual sign shall be approved unless it conforms to an overall sign program for the entire site, submitted by the applicant; and
 - c. No sign shall contain any advertising, but may identify the owner by name.
 - (11) *Permit.* A sign permit is required in order to place traffic control signs on private property. In addition to a sign permit the applicant shall submit a private property traffic control plan to the P & Z as required by section 66-71(e).
- (b) *Traffic control and directional amenity signs in master-planned residential developments.* Traffic control signs other than uniform traffic control devices (see definition of MUTCD in section 66-91) shall be regulated in master-planned residential developments as follows:
- (1) *Purpose.* To relieve vehicular and pedestrian traffic congestion and promote the safe and expedient flow and parking of traffic in a master-planned residential development.
 - (2) *Size.* All vehicular traffic control signs shall comply with subsection (a) of this section. All directional amenity signs shall not exceed 20 square feet.
 - (3) *Height.* No part of the sign shall extend above ten feet from average grade.
 - (4) *Number.* The number of traffic control or directional amenity signs shall be determined during the review process; consideration shall be given to acreage of the property and the layout of internal streets, buildings and parking in order to determine number of signs necessary.
 - (5) *Location.* Shall be determined by the P & Z, with a letter of approval from the chief of police for any sign placed adjacent to a public street or way.
 - (6) *Design.* In accordance with criteria in section 66-11.
 - (7) *Lighting.* Indirect or internally illuminated. None required.
 - (8) *Landscaping.* None required.
 - (9) *Duration.* So long as the signs fulfill the intended purpose.
 - (10) *Special provisions.* Shall be as follows:
 - a. All traffic control signs shall be of a uniform design approved by the P & Z;
 - b. No individual sign shall be approved unless it conforms to an overall sign program for the entire site, submitted by the applicant; and
 - c. No sign shall contain any advertising, but may identify the owner by name.
 - (11) *Permit.* A sign permit is required in order to place traffic control signs or directional amenity signs in master planned residential developments on private property. In addition

to a sign permit the applicant shall submit a traffic control plan to the P & Z as required in section 66-71(e).

(Ord. No. 249, §1 (150.505), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-46. Freestanding real estate signs.

Freestanding real estate sign use shall be regulated as follows:

- (1) *Purpose.* To identify real estate for sale or for lease.
- (2) *Size.* Size for freestanding real estate signs shall be as follows:
 - a. *Residential.* A sign advertising residential property shall not be larger than six square feet (including all riders) in total surface area;
 - b. *Commercial.* A sign advertising commercial property or a residential development shall not be larger than 40 square feet and may not be more than ten feet in width.
- (3) *Height.* No part of a sign advertising commercial or residential property shall extend above 12 feet from average grade.
- (4) *Number.* One sign per each public street the lot or tract abuts.
- (5) *Location.* A real estate sign must be located within the property boundary of a lot where they do not obstruct either vehicular or pedestrian traffic.
- (6) *Design.* No specific design standard.
- (7) *Lighting.* None allowed.
- (8) *Landscaping.* None required.
- (9) *Duration.* Signs shall be removed within 15 days after the property has been sold (date of closing) or leased.
- (10) *Special provisions.* None.
- (11) *Permit.* No permit shall be required if the sign meets the criteria in this section.

(Ord. No. 249, §1 (150.506), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-47. Political signs.

Political signs on private property shall be regulated as follows:

- (1) *Purpose.* Signs with the intended use of denoting a political campaign headquarters, party affiliation, or advertising of a political figure or cause.
- (2) *Size.* The size of the on-premises sign shall be limited to a maximum of 36 square feet per sign face.
- (3) *Height.* No part of the sign shall extend above eight feet from the existing grade.
- (4) *Number.* There is no limit on the number of signs placed on a parcel.
- (5) *Location.* A political sign may be placed, erected or maintained on private property with the permission of the property owner:
 - a. A political sign must be located within the property boundary of a lot provided it does not obstruct either vehicular or pedestrian traffic.

- b. *Prohibited locations.* No off-premises sign shall be posted or otherwise affixed to or upon any sidewalk, crosswalk, curbstone, street lamp, post, hydrant, tree, shrub, tree stake or guard, railroad trestle, electric light or power, telephone or telegraph wire pole, or wire appurtenance thereof or upon any fixture of the fire alarm or police system or upon any lighting system, public bridge, drinking fountain, or lifesaving equipment, street sign or traffic sign or any other structure within the right-of-way of public streets or highway within the city.
- (6) *Design.* Signs shall be maintained in a well-kept manner and shall have a professional appearance.
- (7) *Lighting.* None.
- (8) *Landscaping.* Not applicable.
- (9) *Special provisions.* None.
- (10) *Duration.*
 - a. *On private property.* No political sign may be erected and maintained more than 90 days prior to the date of the pertinent election. All signs are to be removed within 72 hours after the election. In the event that the election is a primary or run-off, the run-off candidates for the later election may leave their signs in place to be removed within 72 hours after the general or run-off election.
 - b. *At polling place.* Reference Chapter 30 *Elections*.
- (11) *Permit fee.* No sign permit is required for political signs.

(Ord. No. 249, §1 (150.507), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 536, §1. 8-14-2014)

Sec. 66-48. Public institution, school, public athletic facility, non and not-for-profit, and church signs.

Public institution, school, public athletic facility, non-and not-for-profit, and church signs shall be regulated as follows:

- (1) *Purpose.* To identify a public institution, school, athletic facility, non and not-for-profit, or church and to display current factual information about activities on premises.
- (2) *Size.* Follow size requirements as outlined in this chapter for the particular sign type used.
- (3) *Height.* Follow height requirements as outlined in this chapter for the particular sign type used.
- (4) *Number.* One sign per facility. If the facility fronts on two streets a sign is permitted for each street on which the facility fronts.
- (5) *Location.*
 - a. On the premises of the institution, adjacent to the vehicular street that the building abuts, subject to the approval of the P & Z.
 - b. Wall signs perpendicular to, hung from, or attached to a projecting structural element of the exterior wall of the institution, adjacent to the street, parking lot or major pedestrian walkway which the building abuts.
- (6) *Design.* In accordance with the criteria in section 66-11. Changeable copy allowed.
- (7) *Lighting.* Indirect or internally illuminated

- (8) *Landscaping.* Shall be as follows:
 - a. A landscaped area shall extend a minimum of two feet in all directions around the base of the sign, subject to the granting of an exemption by the P & Z if justified by unusual site conditions;
 - b. All landscaped areas shall be maintained in a healthy, neat and clean condition;
 - c. Any unhealthy or dead landscaping materials shall be replaced with comparable materials; and
 - d. A plan showing the landscaping must be submitted to the P & Z by the applicant.
- (9) *Duration.* So long as the institution is operating.
- (10) *Special provisions.* None.
- (11) *Permit.* A permit must be obtained in accordance with the provisions of this chapter prior to installation.

(Ord. No. 249, §1 (150.508), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-49. Commercial signs: single-business use (monument-type).

- (a) *Commentary.* A single business or office may display monument-type signage. Such signs must be submitted to the P & Z for review and approval prior to installation.
- (b) Driveway entrance signs (monument type).
 - (1) *Purpose.* To identify the name of a single business or office located on a lot or tract.
 - (2) *Size.* The surface area of the sign shall not exceed 84 square feet, including the sign face, frame, and mounting hardware.
 - (3) *Height.* No part of the sign shall extend above eight feet from average grade, including a base which is not less than 18 inches above the average grade.
 - (4) *Number.* One sign for each street frontage on which the building abuts.
 - (5) *Location.* On premises of the business or office and adjacent to major traffic way which the building abuts subject to the required clear vision area.
 - (6) *Design.* Reference Chapter 98 *Zoning*, Article IX. *Architectural Review by Planning and Zoning Commission*, Sec. 98-253, Subsection (f) *Signage*. Sign content shall be limited to appropriate information necessary to identify the business and to carry out the normally accepted activities for a business of its type. The monument sign design should contain the street number where it is located, but the street number may be placed on the sign frame or face. The base of the monument sign shall have a minimum height of 18 inches above average grade and be in a landscaped setting, and any design shall be shown not to create a traffic hazard. Changeable copy allowed.
 - (7) *Lighting.* Indirect or internally illuminated.
 - (8) *Landscaping.* Shall be as follows:
 - a. A landscaped area shall extend a minimum of two feet from each sign face around the base of the sign subject to the granting of an exception by the P & Z if justified by unusual site conditions;
 - b. All landscaped areas shall be maintained in a healthy, neat and clean condition;
 - c. Any unhealthy or dead landscaping materials shall be replaced.

- (9) *Duration.* The sign shall be permitted so long as the center or office is open for business.
- (10) *Special provisions.* None.
- (11) *Permit.* A permit must be obtained in accordance with the provisions of this chapter prior to installation.

(Ord. No. 249, §1 (150.509), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 536, §1, 8-14-2014)

Sec. 66-50. Commercial signs: multi-tenant shopping center, business park or office complex (monument-type).

- (a) *Commentary.* A multi-tenant shopping center, business park or office complex may display monument-type signage. Such signs must be submitted to the P & Z for review and approval prior to installation and shall be regulated as follows.
- (b) *Regulations.* Multi-tenant monument type signs for a multi-tenant shopping center, business park or office complex shall be regulated as follows:
 - (1) *Purpose.* To list tenants within a multi-tenant building and to guide the public to the individual tenant within the building or complex.
 - (2) *Size.* Not more than 145 square feet, including sign face, framing, and mounting hardware.
 - (3) *Height.* No part of the sign shall extend above 12 feet from average grade, including a base which is not less than 18 inches above the average grade provided, however, that a sign located on a lot that has frontage on Bandera Road shall not extend above 15 feet from average grade, including a base which is not less than 18 inches above the average grade.
 - (4) *Number.* One sign for each street frontage on which the building abuts. Proposals for additional multi-tenant signs may be approved at the discretion of the P & Z ; the proposal shall conform to the other provisions of this section.
 - (5) *Location.* On premises of the multi-tenant building and adjacent to major traffic-way which the building abuts.
 - (6) *Design.* Reference Chapter 98 Zoning, Article IX. *Architectural Review by Planning and Zoning Commission*, Sec. 98-253, Subsection (f) *Signage.* Sign content shall be limited to appropriate information necessary to identify the business and to carry out the normally accepted activities for a business of its type. The multi-tenant monument sign design should contain the street number where it is located, but the street number may be placed on the sign frame or face. The base of the multi-tenant monument sign shall have a minimum height of 18 inches above average grade and be in a landscaped setting, and any design shall be shown not to create a traffic hazard. Changeable copy allowed.
 - (7) *Lighting.* Indirect or internally illuminated.
 - (8) *Landscaping.*
 - a. A landscaped area shall extend a minimum of two feet from each face around the base of the sign subject to the granting of an exception by the P & Z if justified by unusual site conditions;
 - b. All landscaped areas shall be maintained in a neat, clean and healthy condition; and
 - c. Any unhealthy or dead landscaping materials shall be replaced.
 - (9) *Duration.* The sign shall be permitted so long as the center or office is open for business.

- (10) *Special provisions.* Must submit a master sign plan in accordance with section 66-71(c). Further, no business may advertise on both a multi-tenant sign and a single business use sign on the same platted lot.
- (11) *Permit.* A permit and master sign plan approval must be obtained in accordance with the provisions of this chapter prior to installation.

(Ord. No. 249, §1 (150.510), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 536, §1, 8-14-2014)

Sec. 66-51. Commercial signs: projecting, wall and hanging, or in or on windows.

- (a) *Commentary.* In addition to the monument signage authorized for multi-tenant shopping centers in section 66-50, or the monument signage authorized for single business use in section 66-49, individual businesses within a multi-tenant shopping center or office complex or single businesses may also elect to have one of the following signs per street or pedestrian way which the building faces or abuts, with a maximum of two such signs. Such signs must be submitted to the P & Z for review and approval prior to installation.
- (b) *Wall signs.* Wall signs by single businesses or an individual business in a multi-tenant shopping center, office complex or business park shall be regulated as follows:
 - (1) *Purpose.* To identify a business or organization.
 - (2) *Size.* One square foot per linear foot of building or unit facade to which it is attached; a maximum of 100 square feet. A minimum area of ten square feet will be allowed if a business has insufficient footage. The size of a multi-paneled sign shall be determined by dividing the maximum size allowed by the number of panels.
 - (3) *Height.* The top of the sign shall be below the lower roofline and at a height no greater than 20 feet above the ground immediately adjacent to the sign.
 - (4) *Number.* One sign per street or pedestrian way which the building faces or abuts with a maximum of two signs, subject to review by the P & Z.
 - (5) *Location.* All wall signs shall be installed flat against the wall of a building and shall not extend from the wall more than 12 inches.
 - (6) *Design.* Reference Chapter 98 Zoning, Article IX. *Architectural Review by Planning and Zoning Commission*, Sec. 98-253, Subsection (f) *Signage*. Sign content shall be limited to appropriate information necessary to identify the business and to carry out the normally accepted activities for a business of its type.
 - (7) *Lighting.* Indirect, internally illuminated, or neon.
 - (8) *Landscaping.* Not applicable.
 - (9) *Duration.* The sign shall be permitted so long as the business or office is open for business.
 - (10) *Special provisions.* Shall be as follows:
 - a. A business or organization having a wall, projecting, or hanging sign is not excluded from participating in a multi-tenant commercial sign.
 - b. Businesses or organizations not having exterior public entrances are subject to the provisions of the multi-tenant commercial sign for multi-tenant building, in section 66-50.

- c. An individual business with a basement entrance with no calculable frontage may have one sign with a maximum area of six square feet.
- (11) *Permit.* A permit and master sign plan approval must be obtained in accordance with the provisions of this chapter prior to installation.
- (c) *Commercial signs: projecting and hanging signs.* Hanging commercial signs may be used by single businesses or an individual business in a multi-tenant shopping center, office complex or business park and shall be regulated as follows:
 - (1) *Purpose.* To identify a business or organization.
 - (2) *Size.* A maximum area of 24 square feet.
 - (3) *Height.* No part of the sign shall extend below eight feet from the average grade nor shall it extend above the lower roofline of the building to which it is attached.
 - (4) *Number.* One sign per street or pedestrian way which the building faces or abuts, as determined by the code enforcement officer, with a maximum of two signs, subject to review by the P & Z.
 - (5) *Location.* Oriented generally perpendicular to the front of the business or to a parking area abutting the business.
 - (6) *Design/message.* .Reference Chapter 98 Zoning, Article IX. *Architectural Review by Planning and Zoning Commission*, Sec. 98-253, Subsection (f) *Signage*. Sign content shall be limited to appropriate information necessary to identify the business and to carry out the normally accepted activities for a business of its type.
 - (7) *Lighting.* Indirect, internally illuminated, or neon.
 - (8) *Landscaping.* Not applicable.
 - (9) *Duration.* The sign shall be permitted so long as the business or office is open for business.
 - (10) *Special provisions.* Must hang from a structural element of the exterior wall awning or overhang.
 - (11) *Permit.* A permit must be obtained in accordance with the provisions of this chapter prior to installation. If applicable, a master sign plan must be approved prior to installation.
- (d) *Commercial signs in/on windows or doors.* Commercial signs in/on windows or doors may be used by single-businesses or an individual business in a multi-tenant shopping center and shall be regulated as follows:
 - (1) *Purpose.* To identify a business or organization as the occupant of the space on the other side of the window or door or to advertise the same business or organization.
 - (2) *Height.* No part of the sign shall extend above twelve feet from the average grade, unless a greater height is necessary to center the sign in the window or on the door.
 - (3) *Number.* Maximum of eight (8) signs allowed. Window or door signs used for the address, hours of operation, method of payment, professional association, security company, governmental notices, and open or closed status are excluded from the maximum number limit.
 - (4) *Location.* In/on the window/door and entirely within the perimeter of the window/door.
 - (5) *Design/message.* Reference Chapter 98 Zoning, Article IX. *Architectural Review by Planning and Zoning Commission*, Sec. 98-253, Subsection (f) *Signage*. Sign content

shall be limited to appropriate information necessary to identify the business and to carry out the normally accepted activities for a business of its type.

- (6) *Lighting.* None allowed, except on signage displaying open or closed status of business or organization.
- (7) *Landscaping.* Not applicable.
- (8) *Duration.* The sign shall be permitted so long as the business or office is in operation.
- (9) *Special provisions.* None.
- (10) *Permit.* No permit is required for an in/on window signage.

(Ord. No. 249, §1 (150.511), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 536, §1, 8-14-2014; Ord. No. 582, §1, 1-14-2016)

Sec. 66-52. Miscellaneous signs.

- (a) Service stations price-per-unit-volume change panels.
 - (1) *Purpose.* To advise consumers of the price per gallon, liter or other unit of measure of gasoline, diesel, propane or other fuel that may be used to propel vehicles registered to travel on public roads and highways.
 - (2) *Size.* A maximum size of two square feet per numbered or lettered panel. .
 - (3) *Height.* May not exceed the height authorized for monument signs.
 - (4) *Number.* Up to four price-per-unit-volume change panel signs for fuel on each street the service station fronts.
 - (5) *Location.* Located on the monument sign authorized for the service station.
 - (6) *Design.* The sign may state the grade of fuel and price per unit volume for such fuel. Changeable copy allowed.
 - (7) *Lighting.* Indirect, internally illuminated, or neon.
 - (8) *Landscaping.* Not applicable.
 - (9) *Duration.* So long as the service station is in operation.
 - (10) *Special provisions.* None.
 - (11) *Permit.* A permit must be obtained in accordance with the provisions of this chapter prior to installation.
- (b) Menu boards.
 - (1) *Purpose.* To advise consumers of the price of menu items at drive-through restaurants.
 - (2) *Size.* A maximum total size signs of sixty (60) square feet (total for one or for two signs).
 - (3) *Height.* No part of the sign shall extend above eight (8) feet from average grade.
 - (4) *Number.* .Up to two (2) menu signs per restaurant.
 - (5) *Location.* .Menu signs shall be placed at or near drive-through lanes so that the signs can be read by drive-through customers, do not pose a traffic hazard, and are not readily visible from the street on which the restaurant fronts.
 - (6) *Design.* .The sign may provide the name of the restaurant, the names and prices of the

menu items available, and a picture of the menu item. Changeable copy allowed.

- (7) *Lighting.* . Indirect, internally illuminated, or neon.
- (8) *Landscaping.* No landscaping is required.
- (9) *Duration.* The sign shall be permitted so long as the restaurant is open for business.
- (10) *Special provisions.* None.
- (11) *Permit.* A permit must be obtained in accordance with the provisions of this chapter prior to installation.

(c) Flags.

- (1) *Purpose.* This subsection regulates the display of flags by businesses. Municipal activities are exempt from this subsection.
- (2) *Size.* The maximum size is 40 square feet. A business or corporate flag may not be larger than a federal, state, county or city flag that is displayed on the property.
- (3) *Height.* The maximum height of the flagpole shall not extend above 30 feet from average grade.
- (4) *Number.* The business may display one business (or corporate), city, county or national flag. The United States flag or a state flag shall not be subject to a limit number.
- (5) *Location.* Flagpoles should be located in settings of meaningful open space as approved by the P & Z.
- (6) *Design.* Flagpoles and surrounding space shall be maintained as to present a pleasing appearance.
- (7) *Lighting.* Indirect.
- (8) *Landscaping.* None required.
- (9) *Duration.* A flag shall be permitted so long as the business is open.
- (10) *Special provisions.* The city council may, by declaration, allow displays of specific flags as it deems appropriate on special occasions.
- (11) *Permit.* A permit must be obtained in accordance with the provisions of this chapter prior to installation to fly a flag other than the flag of a nation located in North America or a state flag.

(d) Canopy signs.

- (1) *Purpose.* To identify a business or organization.
- (2) *Size.* Not more than 64 square feet total.
- (3) *Height.* Must be flush with the canopy.
- (4) *Number.* One per lot or not more than three that total less than 64 square feet.
- (5) *Location.* On the canopy and not extending from it horizontally or vertically.
- (6) *Design.* Must be approved by P & Z.
- (7) *Lighting.* Indirect.
- (8) *Landscaping.* Not applicable.
- (9) *Duration.* So long as the business is in operation.
- (10) *Permit.* A permit shall not be issued unless the sign design is approved by the P & Z.

- (e) *Joint directory signs (pedestrian scale).* Joint directory commercial signs for a multi-tenant shopping center or office complex shall be regulated as follows:
 - (1) *Purpose.* To list all tenants within a multi-tenant building and to guide the pedestrian to the individual tenant within the building.
 - (2) *Size.* One square foot per tenant within the multi-tenant building or center.
 - (3) *Height.* No part of the sign shall extend above 12 feet from average grade.
 - (4) *Number.* One sign per tenant on the major pedestrian way which the building abuts. If a building has two or more major public entrances or distinct, separate pedestrian ways, proposals for additional joint-business directories may be approved at the discretion of the P & Z; the proposal shall conform to the other provisions of this section.
 - (5) *Location.* Attached to the building at the major pedestrian entrance or if freestanding at a site where the sign is not clearly visible from a public street.
 - (6) *Design.* In accordance with criteria in section 66-11. Changeable copy allowed.
 - (7) *Lighting.* Indirect, internally illuminated, or neon.
 - (8) *Landscaping.* Shall be in accordance with the landscaping provisions of section 66-50.
 - (9) *Duration.* The sign shall be permitted so long as the center or office is open for business.
 - (10) *Special provisions.* None.
 - (11) *Permit.* A permit and master sign plan approval must be obtained in accordance with the provisions of this chapter prior to installation.
- (f) *ATM signs.* ATM signage must be approved by the P & Z prior to installation.
- (g) *Creative signs.*
 - (1) *Purpose.* This section establishes standards and procedures for the design, review, and approval of creative signs in the City. Creative signs that meet the character and intent of the City's Comprehensive Plan and the guidelines of this ordinance may be permitted upon approval of the City Council. The purposes of this creative program are to:
 - a. Encourage signs of unique design and those that exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
 - b. Provide a process for the application of sign regulations in ways that will allow creatively-designed signs that make a positive visual contribution to the overall image of the City while mitigating the impacts of large or unusually designed signs.
 - (2) *Applicability.* An applicant may request approval of a sign permit under this creative sign program to authorize on-site signs that employ standards that differ from the other provisions in this Ordinance but comply with the provisions of this section.
 - (3) *Approval Authority.* A sign permit application for a creative sign shall be subject to review by the Planning and Zoning Commission and approval by the City Council.
 - (4) *Design Criteria.* In approving an application for a creative sign, the Planning and Zoning Commission and City Council shall ensure that a proposed sign meets the following design criteria:
 - a. *Design quality.* The sign shall:
 - 1. Constitute a substantial aesthetic improvement to the site and shall have a

- positive visual impact on the surrounding area;
- 2. Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
- 3. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
- b. *Contextual criteria.* The sign shall contain at least one of the following elements:
 - 1. Classic historic design style;
 - 2. Creative image reflecting current or historic character of the City;
 - 3. Inventive representation of the use, name, or logo of the structure or business.
- c. *Architectural criteria.* The sign shall:
 - 1. Utilize and/or enhance the architectural elements of the building; and
 - 2. Be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features/details of the façade.
- d. *Consistency.* The sign shall be consistent with the character and intent for the City as described in the City's Comprehensive Plan.
- (5) *Review Procedures, Variances.* No sign variances shall be granted except through the creative sign review provisions above.

(Ord. No. 249, §1 (150.512), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 492, §1, 01-24-2013)

Sec. 66-53. Garage sale signs

Garage sale signs shall be regulated as follows:

- (1) *Purpose.* To identify a garage or estate sale on residential property within Zoning Districts Pre-development district (PD), Single-family residential district (R-1), Cluster development, Two-family residential district (R-2), Mobile home district (R-3), and Old Town Helotes Special District (OTHSD). Residences located within commercial zoning districts shall be permitted to operate and display signage for a garage sale in compliance with this Section; however, no commercial entity or business shall be permitted to operate or display signage for a garage sale in any Municipal Zoning District.
- (2) *Size.* Sign face shall not exceed six (6) square feet.
- (3) *Height.* No part of the sign shall extend above four (4) feet from average grade.
- (4) *Location.* Garage sale signs shall not be placed in the public right-of-way; however, garage sale signs may be placed on private property with the permission of the property owner.
- (5) *Lighting.* None.
- (6) *Duration.* Garage sale signs shall not be erected more than twenty four (24) hours prior to the commencement of the garage or estate sale, and the agent / owner shall remove all garage sale signs no later than 6:00 p.m. CST on the last day of the garage sale.
- (7) *Permit.* None required.

(Ord. No. 469, §2, 6-14-2012)

Sec. 66-54. Handheld signs.

Handheld signs shall be regulated as follows:

- (1) *Purpose.* To identify the name and location of a single business or office, or a special event held by the same single business or office, located on a lot or tract.
- (2) *Size.* Sign face shall not exceed nine (9) square feet.
- (3) *Number.* Limited to one (1) handheld sign per single business or office.
- (4) *Location.* Subject to the required clear vision area, handheld signs utilized for commercial purposes shall be located on the premises of the single business or office and adjacent to a major traffic way which the building abuts. If a public sidewalk is present on the premises or in the public right-of-way abutting the premises, handheld signs shall be located on or to the rear of the public sidewalk. When no public sidewalk is present, handheld signs shall be located on or behind the front property line of the premises.
- (5) *Lighting.* None allowed.
- (6) *Duration.* A maximum time period of up to ninety (90) calendar days each quarter of the calendar year per business or organization. A new permit must be obtained each quarter.
- (7) *Permit.* A permit is required. The permit shall state the ninety (90) calendar days that the handheld sign shall be displayed, including the beginning and ending dates, and describe the location where the handheld sign will be placed. Any violation of this Section shall be cause for immediate termination of an issued handheld sign permit, and the issuance of a subsequent handheld sign permit may be reasonably withheld from an applicant by the City Administrator for prior violations of this Section by the applicant.

(Ord. No. 469, §2, 6-14-2012; Ord. No. 482, §1, 10-11-2012)

Secs. 66-55 – 66-60. Reserved.

ARTICLE VI. NONCONFORMING SIGNS

Sec. 66-61. Non-conforming signs.

- (a) *Determination.* A non-conforming sign is a sign that is not allowed under this chapter, but which, when first constructed, was allowed and continued in its legal status until the adoption of this chapter. Non-conforming signs include the following:
 - (1) A sign constructed prior to June 8, 1982, that was registered pursuant to Ordinance No. 14, passed June 8, 1982;
 - (2) A sign constructed prior to adoption of Ordinance No. 52, passed December 8, 1988, that met all applicable requirements of Ordinance No. 14; or
 - (3) A sign constructed prior to the adoption of this chapter.
- (b) *Removal.*
 - (1) *By acts or omission of sign owner.* Non-conforming signs shall be terminated immediately

upon the occurrence of any of the following events specified below:

- a. A sign that, having been permitted to remain in place as a non-conforming use, is required to be removed because the sign, or a substantial part of it, is blown down or otherwise destroyed or dismantled for any purpose other than maintenance operations or for changing the letters, symbols, or other matter on the sign; for purpose of this subsection, a sign or substantial part of it is considered to have been destroyed only if the cost of repairing the sign is more than 60 percent of the cost of erecting a new sign of the type at the same location;
 - b. A non-conforming sign that has been abandoned;
 - c. A non-conforming sign that has been discontinued for a continuous period of 90 days; or
 - d. A non-conforming sign that has become obsolete or substandard under any applicable ordinance of the city to the extent that the sign becomes a hazard or danger to public health or safety.
- (2) *By city action.* The city may require the removal, relocation, or reconstruction of any non-conforming sign provided that the owner of the sign is compensated for such costs that are associated with the removal, relocation, or reconstruction as is required by Vernon's Texas Statutes and Codes Annotated(V.T.C.A.), Local Government Code ch. 216. In cases where the city requires the removal, relocation, or reconstruction of a non-conforming sign, the mayor is authorized to appoint a municipal board, with city council approval, in order to determine the amount of compensation as prescribed in V.T.C.A., Local Government Code § 216.004.

(Ord. No. 249, §1 (150.601), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Secs. 66-62 -66-70. Reserved.

ARTICLE VII. ADMINISTRATIVE PROCEDURE

Sec. 66-71. Permits, certificates and approval required; master sign plan.

- (a) *General requirements.* It is unlawful for any person to erect, alter, or relocate any sign within the city and its area of extraterritorial jurisdiction without complying with the following requirements:
 - (1) Completion of a sign application permit;
 - (2) Review by the city staff for completeness and general compliance;
 - (3) Review and approval by the P & Z; and, as applicable, forwarding to the city council for variance or appeal action; and
 - (4) Final inspection report from the City's Building Inspector.
- (b) *Sign permit application.* An application for a sign permit shall contain the following information:
 - (1) Names, addresses, and telephone numbers of the applicant, the owner of the property and the owner of the sign, and date of application;
 - (2) Numerical location of the building structure upon its lot, block and plat designation, and street address upon which the sign is to be located;
 - (3) Section number and paragraph of this chapter under which the application is being made;

- (4) Position of the sign on the building or on the ground in both plain view, drawn to scale, and elevation views, drawn to scale;
 - (5) Thirteen 11" x 17" sets of scaled drawings of the plans and specifications, including one digital file, size and color of the sign and its various parts, the style of lettering, the message, lighting, type of material of which it is fabricated and the method of attachment to the building or to the ground and associated landscaping; and ten color sketches, color photographs, or similar presentation of the sign and building, as well as any contiguous street or building in order to display how they would appear in relation to one another;
 - (6) Name of the parties responsible for constructing and erecting the sign;
 - (7) Written consent of the owner of the building, structure, or land to which or on which the sign is to be erected;
 - (8) Letter of Compliance approval by the chairperson or acting chairperson of the P & Z, after review;
 - (9) If required by the Building Inspector, a copy of stress sheets and calculations showing that the structure is designed for dead load and wind pressures in any direction in the amount required by this chapter and all other laws and ordinances of the city; and
 - (10) Linear feet of street frontage.
- (c) *Master sign plan application.* Any application for a sign permit for a shopping center, business park, or office complex shall include a presentation of a master sign plan. An application for approval of a master sign plan shall be processed as follows:
- (1) Thirteen 11"x 17" copies (and one digital file) of a master sign plan for the shopping center or office complex shall be submitted, with the permit application, for review by the P & Z.
 - (2) The master sign plan shall include details of the design, construction, and location of all signs except traffic control signs, which fall under the purview of subsection (e) of this section.
 - a. An accurate plot plan of the lot.
 - b. Location of buildings, parking lots, driveways, and landscaped areas on the lot.
 - c. An accurate indication of the plot plan of the proposed location of each present and future sign of any type requiring a permit.
 - d. Color scheme.
 - e. Lettering or graphic style.
 - f. Lighting.
 - g. Location of each sign.
 - h. Materials.
 - i. Sign dimensions.
 - j. Provisions for leasing information.
 - (3) The P & Z shall review the master sign plan for compatibility and harmony with the architecture of the facility, the surrounding area, and all applicable provisions of this chapter.
 - (4) All signs to be installed, as described in the plan, shall obtain separate permits once the master sign plan is approved.
 - (5) The P & Z may approve, disapprove or condition its approval of a master sign plan by requiring such modifications to the plan that would be necessary for compliance with this chapter. Should a plan be disapproved the P & Z shall advise the applicant in writing of the specific deficiencies in the plan.
- (d) Amendments to existing master sign plan; existing non-conforming signs. Any change to an

approved master sign plan may be submitted as an amendment to the original plan. Thirteen 11" x 17" copies and one digital file of the proposed amendment, attached to the approved plan, shall be submitted for review by the P & Z in accordance with the criteria set out in subsection (c) above.

- (e) *Private property traffic control sign plan.* An application for traffic control signs on private property shall include thirteen 11" x 17" copies and one digital file of a diagram of the parking lot on which the signs are proposed to be placed, depicting the location and types of signs, parking spaces, drive and fire lanes, and driveways. Private property traffic control sign plans shall be submitted for review by the P & Z in accordance with the criteria set out in subsection (c) of this section.
- (f) *Schedule of fees.* Sign permit fees shall comply with the most recent adopted fee schedule passed and approved by the City Council.
- (g) *Electric signs.* All electric signs must comply with the applicable provisions of this chapter, as well as with the electrical code as adopted by the City Council.
- (h) *Permits issued in violation of chapter.* Any permit which is issued in violation of any provision of this chapter, or issued upon erroneous information provided by the applicant, shall be absolutely void and no rights whatsoever shall be accrued therefrom.

(Ord. No. 249, §1 (150.701), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-72. Representations by applicant.

All representations, made by the applicant or his agent on behalf of the application for a sign permit under this chapter must be in writing and become conditions upon which a permit is issued. It shall be unlawful for the permittee to vary from such representation unless the permittee first makes application, as required by the provisions of this chapter, to amend the permit and such amendment is approved by the proper authority. (Ord. No. 249, §1 (150.702), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-73. Review by Planning & Zoning Commission.

The P & Z shall review the appearance, lighting, form, color, character, dimensions and materials of all signs required under this chapter to obtain approval. The P & Z shall determine that all signs requiring approval under this chapter are in conformance with this chapter. (Ord. No. 249, §1 (150.704), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-74. Approval by the Planning & Zoning Commission.

- (a) The Development Services Department, upon review and acceptance by the city staff of a properly completed sign permit application, shall forward the application to the P & Z.
- (b) Following receipt of the sign permit application, the P & Z shall consider the application at its earliest available meeting in accordance with the P & Z policies.
- (c) All applications shall be approved, approved with conditions, or denied within sixty (60) days of application submittal.

(Ord. No. 249, §1 (150.706), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-75. Enforcement.

- (a) *Violation; citation.* If the code enforcement officer finds that any sign is maintained in violation of the provisions of this chapter, he shall give written notice of the violation by certified mail, return receipt requested, to the owner or person entitled to possession of the sign or the owner of the property where the sign is located.
- (b) *Failure to comply; city abatement.* If the person fails to alter or remove the sign so as to comply with this chapter within ten days after the receipt of the notice, the code enforcement officer may cause the sign to be altered or removed at the expense of the owner or person entitled to possession of the property or sign, and shall, upon the determination of the expenses, certify them to the city.
- (c) *Lien.* The city shall notify the owner or person entitled to possession of the sign or property of the total costs incurred for the alteration or removal and destruction of the sign, and if that person fails within 30 days after the date of notification to pay the entire costs and expenses of the repair, alteration or removal, then the costs and expenses shall become a lien against the property.
- (d) *Costs.* The costs incurred under this section shall include the actual cost of repair or removal of the sign, plus 15 percent, and in addition thereto shall include an amount equal to ten percent, representing penalty and interest for the cost of collection, and reasonable attorney's fees.

(Ord. No. 249, §1 (150.707), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-76. Maintenance required.

The City Council shall have the authority to order the painting, repair, or removal of a sign and accompanying landscaping which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation, obsolescence or abandonment. Notification shall be by certified mail return receipt requested. If, within 15 days, the maintenance orders are not complied with, the code enforcement officer may order the sign removed at the owner's expense under the provisions of this chapter. (Ord. No. 249, §1 (150.708), 2-26-2004; Ord. No. 391, §1, 1-22-2009; Ord. No. 394, §6, 2-12-2009)

Sec. 66-77. Penalty; removal and impoundment of signs.

- (a) Any person convicted of a violation of any provision of this chapter shall be fined in an amount not to exceed \$500.00. Each day of violation under this chapter shall be a separate violation.
- (b) Additionally, the code enforcement officer or his designee shall have the authority, and the duty, to remove or cause to be removed and impounded any sign, poster, handbill, banner, streamer or other outdoor advertising erected, placed, altered, maintained, or neglected in violation of this chapter, if the same is located on, in, or above any public street, right-of-way or sidewalk area, or other public property.
- (c) The cost of any such removal or impoundment shall be chargeable to the person or persons, jointly or severally, who were responsible for or who caused the erection or placement of the offending sign or advertising, and their sureties.
- (d) Any item impounded by authority of this section shall be held for period of 30 days and then disposed of in any manner designated by the code enforcement officer. During the 30 days, the owner of such item upon proof of same may reclaim such item at the place of storage by paying to the city the actual cost of removal and impounding. This charge shall in any event be not less than \$25.00.

(Ord. No. 249, §1 (150.709), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-78. Appeals.

Appeal from any administrative action or determination by the P & Z or the code enforcement officer pursuant to the provisions of this chapter may be filed with the City Council and shall be placed on the agenda at its earliest available meeting. (Ord. No. 249, §1 (150.710), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Secs. 66-79 - 66-80. Reserved.

ARTICLE VIII. VARIANCES

Sec. 66-81. Purpose; limitations.

- (a) In order to lessen practical difficulties and prevent unnecessary physical hardship, variances from the regulations may be granted. A practical difficulty or unnecessary physical hardship may result from the size, shape, or dimensions of a structure, or the location of the structure, from topographic or physical conditions on the site or in the immediate vicinity, or from the other physical limitations, street locations or traffic conditions in the immediate vicinity. Cost or inconvenience to the applicant of strict or literal compliance with a regulation shall not be a reason for granting a variance.
- (b) A variance may be granted by the City Council with respect to any regulation contained in this chapter.

(Ord. No. 249, §1 (150.801), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-82. Application.

Application for a variance from the provisions of this chapter shall be made upon a form provided by the Development Services Department. The variance application shall include the application for a sign permit and shall also state the applicant's reasons for requesting the variance in accordance with the criteria set forth in this chapter. (Ord. No. 249, §1 (150.802), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-83. Fees.

- (a) The applicant shall pay the fee as prescribed in the most recent adopted fee schedule passed and approved by the City Council. The fee shall be non-refundable. If work requiring a variance is begun/completed before obtaining approval for such variance, the owner of the property and/or the person/entity responsible for the commencement of such work shall request approval of an "after-the-fact" variance and pay triple the established, non-refundable fee. Payment of such fee does not relieve the applicant from liability under the penalty provisions of this chapter.
- (b) Acceptance of the increased fee by the city does not constitute any commitment or warranty to approve the variance requested, nor relieve any person/entity from fully complying with the requirements of this chapter. A stop work order shall be in effect until a decision on approval/denial is taken. Fees shall not be refunded if the request for variance is disapproved.

(Ord. No. 249, §1 (150.803), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-84. Hearing.

Upon receipt of a variance application, including a Creative Sign application, under this article, the City Secretary shall set a date for hearing before the P & Z. The hearing shall take place at the Planning and Zoning Commission's earliest available meeting. (Ord. No. 249, §1 (150.804), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-85. Recommendation by the Planning & Zoning Commission.

At the closing of a hearing on a variance application, the P&Z shall act on the application. The P & Z may recommend approval on the application as submitted, or may recommend approval of the application subject to such modifications or conditions as it deems necessary to accomplish the purpose of this chapter, or the P&Z may recommend denial of the application. (Ord. No. 249, §1(150.805), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Sec. 66-86. Planning and Zoning Commission Action.

Without further City Council approval, the Planning and Zoning Commission may allow changes of up to 25 percent of the sign area to accommodate longer words and names while retaining appropriate scale and proportions of lettering to open space for readability and aesthetic consideration. In each instance when the Planning and Zoning Commission grants such a variance it shall inform the city council by forwarding information to the city administrator for dissemination at a public meeting of the city council. Any other request for variance, including a Creative Sign application, must be forwarded to the city council for final approval. (Ord. No. 391, §1, 1-22-2009)

Sec. 66-87. Action by City Council.

Where a variance, including a Creative Sign application, requires City Council action, the application shall be promptly transmitted to the City Council and placed on the agenda at its earliest available meeting. The City Council shall either approve the application as submitted, approve the application subject to such modifications or conditions as it deems necessary to accomplish the purpose of this chapter, or deny the application. If the council deems insufficient information is presented to provide the basis for a sound decision, it shall continue the application to a subsequent meeting. The council shall render a decision on the appeal within 60 days after the first presentation of the application to the City Council. (Ord. No. 249, §1(150.807), 2-26-2004; Ord. No. 391, §1, 1-22-2009)

Secs. 66-88 - 66-90. Reserved.

ARTICLE IX. DEFINITIONS

Sec. 66-91. Definitions.

Words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning, as follows:

Abandoned sign means a sign that:

- (1) Is not in use for 60 continuous days;
- (2) Advertises an event for which the date for the event has passed; or
- (3) Advertises a business that has been discontinued at that location for any reason.

Address sign means a sign that contains only the official street address of a building or part thereof.

Attractive condition means the absence of evidence of wear or disrepair (including but not limited to discoloration, fading, fraying, or containing broken or missing elements).

Average grade means the grade of the natural finished ground level at the midpoint of each exterior surface of a sign, or a structure, if the sign is attached to the structure.

Awning means a structure made of fabric, plastic, metal, or similar material used to provide protective cover over a door, entrance, window or outdoor service area.

Banner means any sign of lightweight fabric, paper, or similar material that is mounted between two poles or a building at one or more edges or attached in any manner to another structure or vehicle.

Billboard means any sign that is freestanding or attached to or part of a building and is an off-premises sign.

Canopy sign means a sign placed upon a freestanding canopy structure.

Changeable copy sign means a sign on which message copy is changed manually through the utilization of attachable letters, numbers, symbols, and other similar characters of changeable pictorial panels.

Changeable electronic variable message sign (CEVMS) shall mean a sign which permits light to be turned on or off intermittently or which is operated in a way whereby light is turned on or off intermittently, including any illuminated sign on which such illumination is not kept stationary or constant in intensity and color at all times when such sign is in use, including an LED (light emitting diode) or digital sign, and which varies in intensity or color. A CEVMS sign does not include a sign located within the right-of-way that functions as a traffic control device and that is described and identified in the Manual on Uniform Traffic Control Devices (MUTCD) approved by the Federal Highway Administrator as the National Standard.

City means the City of Helotes, Bexar County, Texas, and its area of extraterritorial jurisdiction as defined by V.T.C.A., Local Government Code ch. 42.

Clear vision area means the area established by the city administrator around a sign which shall be unobstructed to assure that the sign, when erected, is not placed in regard to vehicle and pedestrian traffic as to constitute a hazard to such traffic under normal conditions. The city administrator, with the assistance of the city engineer, shall establish clear vision area regulations that will be made available to all applicants for a sign permit.

Code enforcement officer means a member of the city staff appointed by the mayor and city council, designated to administer and enforce the provisions of the Municipal Code of Ordinances.

Commercial sign means a sign (other than a real estate "for sale" or "for lease" sign, political sign, residential nameplate sign, public information sign, traffic control sign or exempted sign) which directs the attention of the general public to a business, product, service, or other commercial or business activity.

Compensable cost means those costs for which the owner of a nonconforming sign required to be relocated, reconstructed or removed by this chapter is entitled to be compensated pursuant to V.T.C.A., Local Government Code ch. 216, which costs, if required to be paid by the statute, shall be calculated in accordance with the formula set forth in the statute.

Erect means to build, construct, alter, reconstruct, pour, lay, move upon, attach, hang, place, suspend or affix, and also includes the painting of wall signs, murals or supergraphics, or any physical operation on the premises which is required for the construction of a sign, including excavation, site clearance, landfill and the like.

Farm means property which has been granted an agriculture exemption to ad valorem tax.

Fine art means sculpture, fountain or similar object.

Flag means any fabric, banner or bunting containing distinctive colors, patterns, or design, used as a symbol.

Freestanding sign means any sign which is not attached to or on the walls, face, or exterior of a building. A pole sign is considered for purposes herein a freestanding sign.

Future tenant sign means a temporary sign which identifies a future use of a site or building.

Garage sale sign means a display or illustration which is placed upon a piece of land, directs attention to a garage or estate sale on a residential property, and is visible from any street, right-of-way, sidewalk, alley, park, or other public property.

Grand opening means a promotional activity not exceeding 30 calendar days used by newly established businesses, within sixty (60) calendar days after the official date of occupancy, to inform the public of their location and service available to the community. Grand opening does not mean an annual or occasional promotion of retail sales by a business.

Handheld sign means a display or illustration which is supported by a human being, directs attention to a single business, office, or single business / office special event and is visible from any municipal street, right-of-way, sidewalk, alley, park, or other public property.

Historical site sign means a sign erected by a government agency which exclusively denotes a government-recognized historical site.

Illegal sign means a sign which does not meet the requirements of this chapter or which is not a registered nonconforming sign. This specifically includes a sign that remains standing when the time limits set by the permit are exceeded and any sign not removed after notification from the code compliance officer to remove the sign.

Indirect lighting means an external light source separated from the surface of a sign and illuminating that sign.

Informational sign means a sign which provides service; direction or courtesy information intended to assist the public and which is not displayed for the general purpose of advertising products or services. Informational signs shall include the location of business facilities (i.e., store entrances, walk-up windows and self service operations) and courtesy information (e.g., payment options, hours of operation, menus, handicapped accessibility, restrooms).

Internally illuminated means a light source that is both separated from the surface of a sign and located within the sign frame illuminating only the sign lettering, numbering, and / or company logo.

Landscaping means to change the natural features by adding trees, bushes, flowers, etc.

Lot means a parcel of land whose boundaries have been established by some legal instrument, such as a recorded deed or plat, and which is recognized as a separate legal entity for purposes of transferring title. This term shall include any number of contiguous lots, or portions thereof, upon which a single principal building and its accessory buildings are located or intended to be located.

Logo means any registered trademark of an organization, individual, company, or product which is commonly used in advertising to identify that organization, individual, company or product.

Manual on Uniform Traffic Control Devices (MUTCD) means the state publication for streets and highways.

Master sign plan means a coordinated sign plan which includes details of all signs other than exempt or temporary signs, which are or will be placed on a shopping center, office complex, business park or PUD.

Monument sign means a nonmetallic self-supporting sign in which the entire bottom of the sign is mounted on, or incorporated into, a solid base.

Neon lighting means a light with a bulb, usually tube-shaped, containing neon gas, that glows when a

high-voltage electrical current is passed through it.

Nonconforming sign means a sign that met all legal requirements when constructed but is not in compliance with current sign regulations. A registered nonconforming sign is not an illegal sign.

Notice means actual notice or written notice sent through the U.S. Postal Service.

Office complex means two or more offices and/or office establishments, sharing customer parking area, regardless of whether said offices or office establishments occupy separate structures or are under separate ownership, or on separate tracts or lots of land.

Official sign means any sign erected by or at the direction of any governmental body.

Off-premises sign means any sign other than an on-premises sign.

On-premises sign means a sign which advertises only goods, services, facilities, events or attractions available on the premises where located, or identifies the owner or occupant or directs traffic on the premises.

Pennant means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

Planning and Zoning Commission means the Commission established by the City of Helotes, Texas on November 20, 1981 and outlined within the Texas Local Government Code Title 7, Subtitle A, Chapter 211, Section 211.007.

Pole sign means a free standing sign, usually double-faced, mounted on a round pole, square tube, or other fabricated member, without any type of secondary support.

Political sign means any sign which is designated to influence the action of the voters for the passage or defeat of a measure appearing on the ballot at any national, state, or local election or which is designed to influence the voters for the election of a candidate for nomination or election to any public office at any national, state or local election.

Portable sign means any sign not permanently attached to the ground or other permanent structure or a sign designed to be transported, including, but not limited to, signs designed to be transported by wheels; signs made as A-frames or T-frames; balloons used as signs; umbrellas used for commercial messages; and signs attached to or painted on vehicles or trailers parked and visible from the public right of way.

Premises means a lot or tract within the city, and contiguous lands in the same ownership, which is not divided by any public highway, street or alley, or right-of-way.

Private safety and traffic control signs means on-premise signs which direct movement of traffic on private property or warn of obstacles, overhead clearances, or control parking.

Projecting or hanging sign means any sign attached to a building, awning or overhang and extending in whole or in part more than 12 inches beyond the building line. Allowable size does not include supporting structure.

Promotional sign means a sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.

Public information sign means any sign or banner which is intended to identify community, civic and social events, and is not a commercial sign, official sign, political sign, or real estate sign.

Ranch means property which has been granted an agriculture exemption to ad valorem tax.

Real estate "for sale" or "for lease" sign means a temporary sign designating that the premises upon which it is erected is for sale, rent, or lease of buildings or real property.

Reflective surface means any material or device which has the effect of intensifying reflected light, such as scotch light, day glow, glass beads and luminous paint.

Residential nameplate sign means a sign permitted for the sole purpose of identifying the inhabitant residing therein, the house name or identifying the address of the house. The sign may contain no advertising of any kind.

Restoration means the routine maintenance and painting of existing, approved signs that do not change the approved design and color in any way.

Roof ridge. The upper and lower roof ridges are the horizontal lines formed by the juncture of two sloping planes formed by the surfaces of a roof.

Roof sign means a sign attached to, or erected, on a roof of a building or structure, including porches and overhangs.

Roofline means the top edge of a roof or building parapet, whichever is higher, but excluding any mansard, cupolas, pylons, chimneys or any minor projections.

Shopping center means two or more retail stores and/or service establishments, or one retail store and one service establishment, sharing a common customer parking area, regardless of whether such stores and/or establishments occupy separate/common structures or are under separate ownership or on separate lots on tracts of land.

Sign means a name, identification, image, light device, figure, painting, drawing, message, plaque, poster, billboard, description, display or illustration which is affixed to, painted or represented directly or indirectly upon a building, picture, window (attached inside or outside), or piece of land, and which directs attention to an object, product, place, activity, facility, service, event, attraction, person, institution, organization or business which is visible from any street, right-of-way, sidewalk, alley, park or other public property. Displays of merchandise customarily sold at the site without illumination or lettering which are placed behind a store window are not signs or parts of signs.

Sign code application area shall mean the corporate limits of the city and the area of its extraterritorial jurisdiction as defined by Section 42.021 of the Local Government Code.

Sign structure means a cabinet, frame, support pole or brackets, base or any other material that supports, elevates or encases a sign.

Site development sign means a sign permitted to identify a project under construction or that will be under construction, including the project name, project address, project rendering, general contractor, and architect.

Special event sign means a sign for events such as grand openings, craft shows, benefits, fundraisers, festivals, and other limited term events.

Street or highway frontage means the distance along any one side of any public street or highway, street or alley, measured along the right-of-way line or parallel to the normal right-of-way where the right-of-way line is not fixed.

Surface area of a sign means the total surface.

Temporary sign means a sign that is not permanently attached to a building, structure, or the ground and that is intended to remain in use for a limited period of time.

Time/temperature sign means an electronic or mechanical device which shows time and/or temperature, but contains no business identification or advertising.

Traffic control sign means a permitted sign for the purpose of identifying parking areas and directing the flow of traffic on private property.

Wall sign means a sign attached to, painted on, or erected against the wall of a building or structure with the exposed face of the sign in a plane parallel to the face of the wall and not projecting more than 12 inches from the face of the wall at any point.

Zone means a zoning district as shown on the official zoning map of the City.

(Ord. No. 249, §1 (150.901), 2-26-2004; Ord. No. 357, §1, 5-22-08; Ord. No. 391, §1, 1-22-2009; Ord. No. 444, §2, 2-24-2011; Ord. No. 469, §1, 6-14-2012; Ord. No. 570, §2, 6-11-2015)

Chapters 67 - 69. Reserved.